

# Myanmar 2004

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET



The Myanmar 2004 GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Myanmar could include in a comprehensive tobacco control program.

The Myanmar GYTS was a school-based survey of students in grades 8-10, conducted in 2004.

A two-stage cluster sample design was used to produce representative data for all of Myanmar. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100.0%, the student response rate was 93.5%, and the overall response rate was 93.5%. A total of 6,100 students participated in the Myanmar 2004 GYTS.

## Prevalence

31.8% of students had ever smoked any tobacco product (Boys= 45.9%, Girls= 17.3%)  
 15.4% currently use any tobacco product (including smokeless tobacco) (Boys = 25.4%, Girls = 5.1%)  
 9.7% currently smoke tobacco products (Boys = 16.9%, Girls = 2.5%)  
 4.91% currently smoke cigarettes (Boys = 8.6%, Girls = 1.0%)  
 3.8% currently smoke cheroot (Boys = 6.5%, Girls = 1.0%)  
 10.8% currently chew/apply tobacco (Boys = 18.1%, Girls = 3.6%)

## Knowledge and Attitudes

41.7% think boys and 10.1% think girls who smoke tobacco have more friends  
 33.7% think boys and 17.2% think girls who smoke tobacco look more attractive

## Access and Availability - Current Smokers

15.9% usually smoke at home  
 42.8% buy any form of smoking tobacco in a store  
 61.7% who bought any form of smoking tobacco in a store were NOT refused purchase because of their age

## Environmental Tobacco Smoke

46.1% definitely think smoke from other people's tobacco products is harmful to them  
 47.0% have one or more parents who smoke  
 11.1% have most or all friends who smoke

## Cessation - Current Tobacco Smokers

85.1% want to stop smoking  
 80.8% tried to stop smoking during the past year  
 81.7% have ever received help to stop smoking

## Media and Advertising

96.4% saw anti-smoking media messages on TV, in the past 30 days  
 71.3% saw pro-ads for cigarettes or cheroots on billboards, in the past 30 days  
 71.1% saw pro-ads for cigarettes or cheroots in newspapers/magazines, in the past 30 days  
 13.9% have an object with a tobacco brand logo  
 13.4% were offered free tobacco products by a tobacco company representative

## School

66.0% had been taught in class, during the past year, about the dangers of smoking  
 37.4% had discussed in class, during the past year, reasons why people their age smoke  
 55.2% had been taught in class, during the past year, the effects of tobacco use

## Highlights

- One third of the students currently use any form of tobacco; approximately 1 out of 10 students smoke tobacco products; 5% currently smoke cigarettes; 4% currently smoke cheroot, and 1 in 10 students currently chew/apply tobacco.
- ETS exposure is high – approximately half of students live in homes where at least one parent smokes; one out of ten students admitted to having most or all of their friends smoking.
- Over 4 in 10 students think smoke from others is harmful to them.
- Over 8 in 10 smokers want to quit.
- Over 9 in 10 students saw anti-smoking media messages in the past 30 days; 7 in 10 students saw pro-cigarette ads on billboards in the past 30 days, and 7 in 10 saw pro-ads for tobacco in newspapers & magazines.